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Sales and Marketing MANAGEMENT

Special Section:

The Computer In Sales and Marketing

Expanded Market Software Directory

A Dose of Data For Monsanto

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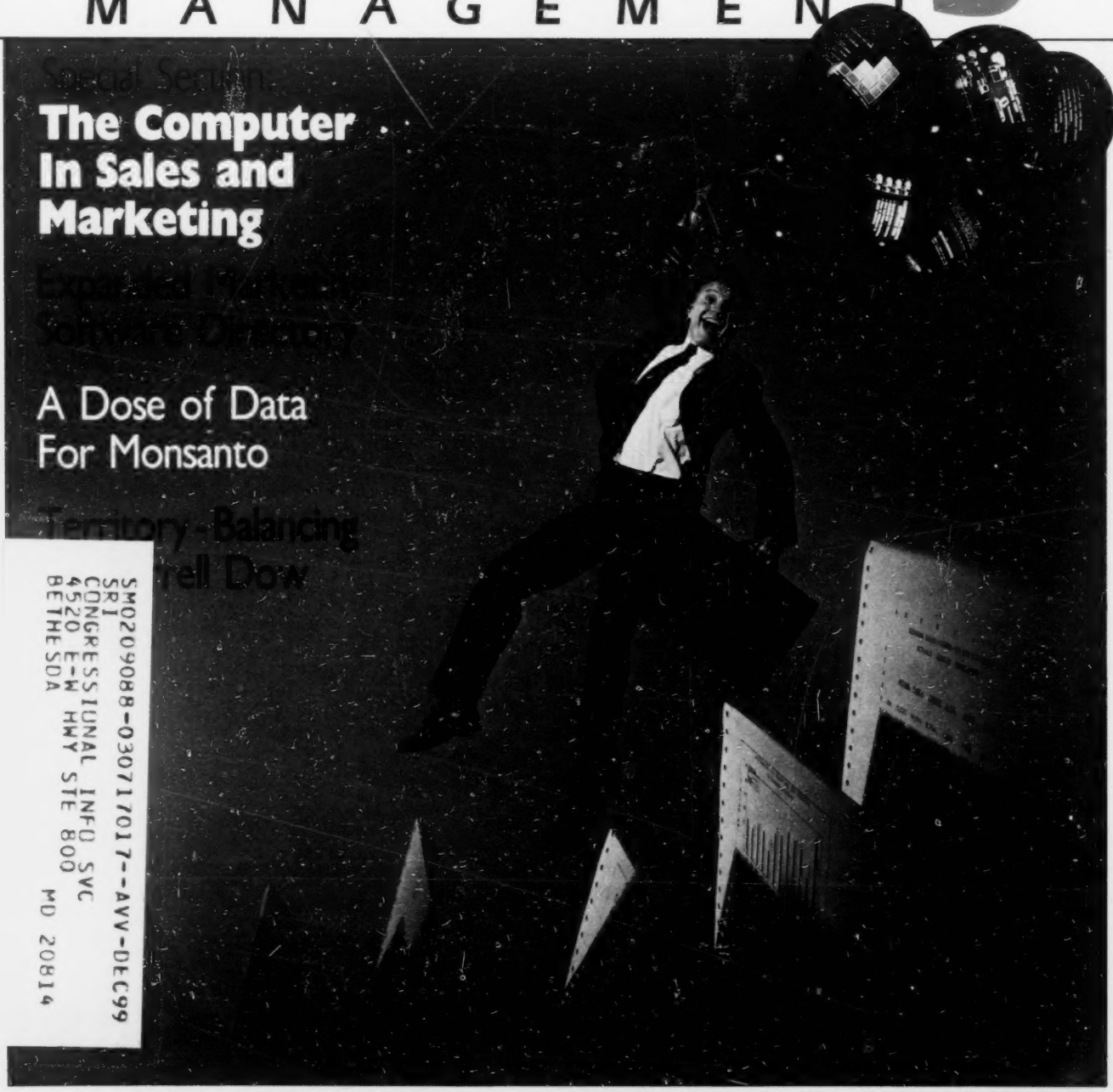

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SELLING, BOEING-STYLE MEETINGS AND INCENTIVES IN CHINA CODDLING CUSTOMERS 24 HOURS A DAY

S&MM
Established 1918

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December 9, 1985

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Cover photo by Steven Ghroe, courtesy of Digital Equipment Corp.

Cover:
As prices fall and applications broaden, more and more marketers and salespeople are using PCs to give them the competitive edge they need to soar above the competition. S&MM's Special Section, along with an exclusive software directory, begins on page 65.

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HOW THE PC MAKES FRIENDS WITH MARKETERS

Whether customizing sales letters or mapping territories, sales and marketing executives look hard at the new software.

By THAYER C. TAYLOR
Senior Editor Management Sciences

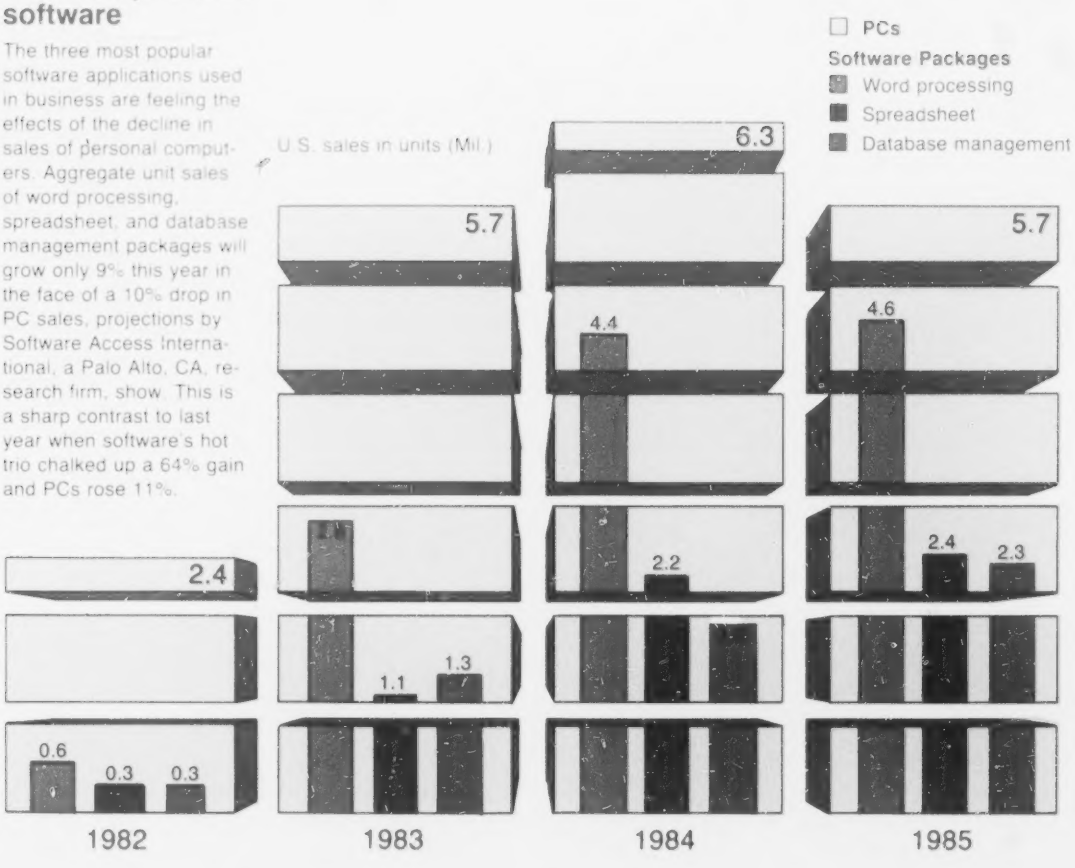
Almost a decade after it began, the PC revolution is beginning to reach sales and marketing departments. Once unsure about whether the personal computer would be a help or a hindrance, both managers and sales representatives suddenly seem to have discovered that it can help them perform more effectively. At most, 3% of field sales personnel use PCs now, so the potential for growth is substantial.

One of the most encouraging signs is the explosion of programs written specifically to meet the needs of marketers. For example, S&MM's annual Directory of PC-Based Sales and Marketing Applications Software (page 78) lists 76 vendors—almost double last year's total of 39 companies.

The rising tide touches almost every facet of sales and marketing management. On the following pages, several case histories demonstrate how innovative marketers use such software to solve problems more effectively and make better decisions.

PC slump slows software

The three most popular software applications used in business are feeling the effects of the decline in sales of personal computers. Aggregate unit sales of word processing, spreadsheet, and database management packages will grow only 9% this year in the face of a 10% drop in PC sales, projections by Software Access International, a Palo Alto, CA, research firm, show. This is a sharp contrast to last year when software's hot trio chalked up a 64% gain and PCs rose 11%.



Source: Software Access International / Sales and Marketing Management